

# Evaluate Custom Solutions

## Case Studies: Industry Trends & Insights

Gain competitive advantage with customised analysis of your past, present and future market.

Our team of industry experts deliver deep insights so you can make better strategic decisions.

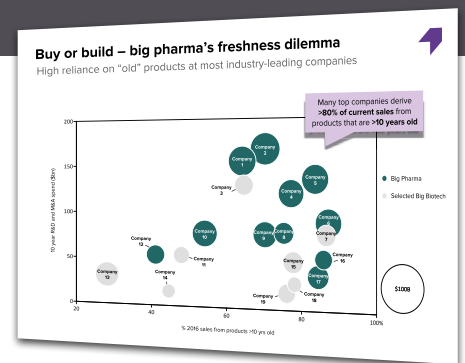
### Market Trends & Outlook Assessment

#### CASE STUDY: Custom market outlook and growth driver analysis for a biopharma Corporate Strategy group

**Challenge:** Client required accelerated access to a meaningful, targeted outlook for their focus areas in advance of a senior level executive review.

**Approach:** Evaluate developed a detailed analysis of market trends – including forecasts, growth drivers, and key competitors – that directly aligned with the client's business segments for seamless integration.

**Outcome:** The client met their tight deadline for the strategy sessions with well-received insights that informed executive investment decisions.



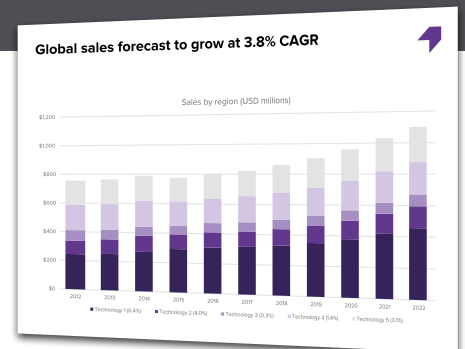
### Technology & Innovation Landscaping

#### CASE STUDY: Macro-level analysis of global technology R&D trends for a major pharma Portfolio Strategy group

**Challenge:** Client struggled to get an unbiased view of the potential impact of new technologies in their market.

**Approach:** Evaluate formulated a customised scoring system based on the competitive landscape, portfolio fit, and commercial potential to provide a shortlist of priority platforms.

**Outcome:** The client enhanced their understanding of the potentially disruptive technologies poised to have the greatest impact, and provided critical input into a strategic review of the company's direction.



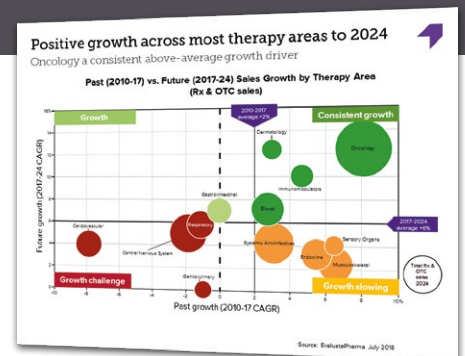
### Market Catalyst & Competitor Tracking

#### CASE STUDY: Quarterly key competitor event and catalyst tracking for a major pharma R&D Strategy group

**Challenge:** Client's senior management needed to make portfolio investment decisions in fast-moving indications where being first-to-market delivered a significant advantage.

**Approach:** Evaluate combined EvaluatePharma data with additional research to produce a holistic view of the competitive clinical landscape, as well as a succinct, forward-looking executive summary.

**Outcome:** The client's increased clarity around the competitive landscape allowed them to direct resources toward products with the best market positioning and commercial potential.





Evaluate provides trusted commercial intelligence for the pharmaceutical industry. We help our clients to refine and transform their understanding of the past, present and future of the global pharmaceutical market to drive better decisions. When you partner with Evaluate, our constantly expanding solutions and our transparent methodologies and datasets are instantly at your disposal, along with personalised, expert support.

Evaluate gives you the time and confidence to turn understanding into insight, and insight into action.

**EvaluatePharma** offers a global view of the pharmaceutical market's past, present and future performance with consensus forecasts to 2024, company financials, pipelines and deals.

 [@EvaluatePharma](https://twitter.com/EvaluatePharma)

**EvaluatePharma** Vision provides the first single view of the risk and reward of the R&D landscape with consensus forecasts, R&D costs at drug and trial level, success rates, predictive timelines and trial outcomes.

**EvaluateMedTech** tracks, benchmarks, and forecasts global performance for the medical device and diagnostic industry with consensus forecasts to 2024, company financials and more.

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**Evaluate Custom Solutions** improves your strategic decision-making with customised solutions and deep insights that draw on our industry expertise and trusted commercial intelligence.

**Vantage** provides award-winning, thought-provoking news and insights into current and future developments in the industry, and is the only pharmaceutical news service underpinned by Evaluate's commercial intelligence.

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